

King County
Quit Line Data Summary
July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 650	N = 3,906
Percent of Statewide Calls	20.0%	100.0%
Percent of State Population in County¹	29.5%	100.0%
	County %	State %
Gender	N = 644	N = 3,543
Female	50.8%	61.4%
Male	49.2%	38.6%
Race/Ethnicity	N = 570	N = 2,967
People of Color	25.3%	15.6%
White	74.7%	84.4%
Age	N = 597	N = 3,091
Less than 18 years old	1.5%	2.0%
18 - 24 years old	15.9%	14.9%
25 - 34 years old	24.8%	22.9%
35 - 44 years old	24.8%	25.8%
45 years and older	33.0%	34.3%
Education	N = 592	N = 3,038
Did not graduate high school	8.6%	16.6%
High school graduate	26.7%	31.8%
Some college/vocational school	42.4%	38.6%
College graduate	22.3%	13.0%
Caller Type	N = 624	N = 3,409
General Information	5.3%	13.2%
Health care provider	3.7%	2.9%
Tobacco user	91.0%	83.9%
Payer Type	N = 409	N = 2,235
Insured	53.8%	43.4%
Uninsured	24.0%	23.8%
Medicaid	22.2%	32.7%
Heard About	N = 542	N = 2,881
Past caller	18.3%	17.4%
Employer/worksites	0.7%	0.7%
Health care provider	15.9%	19.6%
Television	23.6%	23.9%
Outdoor advertisement (billboard/bus/wall)	15.7%	7.0%
Targeted mailing	0.9%	0.6%
Great Start	0.2%	0.3%
Radio	4.1%	1.9%
Newspaper/Magazine	1.7%	1.1%
Brochure/Newsletter	5.0%	4.9%
Family or friend	12.0%	18.8%
Health Department	1.3%	3.0%
School	0.7%	0.6%